The Bentley PhD in Business with a Marketing concentration pursues innovative and insightful research on how organizations produce, deliver and sustain value for consumers, other organizations and society. Through this specialized curriculum, you could take courses in consumer behavior and marketing strategy, and then a course related to your specific dissertation area within marketing. Our portfolio of research interests represents a wide-ranging perspective of the marketing discipline, a perspective that ultimately benefits the university, the discipline and your career.

PROGRAM FEATURES

- One of only two PhD programs in the United States accredited by both AACSB and EQUIS, and the only program in the United States with membership in the European Doctoral Association in Management and Business Education (EDAMBA).
- Free tuition and student health insurance, plus a generous stipend for the first four years, with a fifth year of funding possible. Students also receive research and conference support.
- An inclusive community committed to producing high-quality research.
- Located just nine miles from the heart of Boston.
- A broad interdisciplinary foundation with emphasis on business, technology and society.
- Methodology courses, including both quantitative and qualitative courses, as well as a specialized course in experimental design.
- Mentored, hands-on training in teaching.

Designed for top-level candidates with research interest in:

- Consumer behavior
- Consumer empowerment and/or disempowerment
- Marketing and technology
- Gender
- International marketing
- Marketing analytics
- Pricing
- Social or cause-related marketing
- Subsistence marketplaces
- Sustainability

DIRECTOR OF PhD PROGRAMS

JAY C. THIBODEAU

- Research interests: External auditing process, cognitive characteristics of experts, big data in financial statement auditing
- As director, Jay is passionate about developing highly productive scholars and outstanding classroom teachers.

WORLD-CLASS FACULTY

PIERRE BERTHON

Research interests: Marketing information processing, strategy, management decision-making, marketing and ethics, technology and marketing

NADA I. NASR

Research interests: Postpurchase consumer behavior, customer lifetime value, mindful consumer behavior

SUSAN DOBSCHA

Research interests: Sustainability, transformative consumer research, gender issues, and consumer behavior

LAN XIA

Research interests: Consumer information processing, behavior pricing, e-commerce, service and satisfaction

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SELECTED RESEARCH BY MARKETING FACULTY, PHD STUDENTS AND ALUMNI


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